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**REPLY UNDER 37 C.F.R. § 1.116
EXPEDITED PROCEDURE
GROUP ART UNIT 2143**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Stephen LUPO et al.
Serial No. : 09/825,409
Filing Date : April 3, 2001
For : INTERACTIVE MEDIA RESPONSE PROCESSING
SYSTEM
Group Art Unit : 2143
Examiner : Joseph E. Avellino
Confirmation No. : 1638

Mail Stop AF
Commissioner for Patents
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July 19, 2005

Signature:

REPLY UNDER 37 C.F.R. § 1.116

SIR:

This paper addresses the Final Office Action dated May 16, 2005. Initially, please amend the above-captioned application without prejudice as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.